

# Contents

<b>1</b>	<b>An Introduction</b> .....	1
1.1	Can't See Past My Own Nose.....	6
1.2	Why Chemical Signals?.....	8
1.3	Why a "Hidden Sense"?.....	12
1.4	A Language of Odors.....	13
1.5	Taking Time to Smell the Roses.....	15
1.6	Our Cousin's Perfume.....	17
1.7	The Exquisite Sensation of Sushi.....	19
<b>2</b>	<b>A World of Odors</b> .....	21
2.1	Stay for a While.....	22
2.2	Any Which Way the Wind Blows.....	23
2.3	By Any Other Name Would Smell as Sweet.....	27
2.4	The Scent of Love.....	32
2.5	Feeling with Our Nose.....	34
2.6	I Think, Therefore I Am.....	36
2.7	An Alien World.....	39
<b>3</b>	<b>Eat or Be Eaten</b> .....	41
3.1	The Paradox of Being Delicious and Avoiding Predation.....	44
3.2	Advertising the Home-Cooked Meal.....	47
3.3	The Smell of Fear.....	51
3.4	A Bitter Pill to Swallow.....	54
3.5	It's an Acquired Taste.....	56
3.6	And Finally, Monsieur, a Wafer Thin Mint.....	60
<b>4</b>	<b>Who Are You?</b> .....	63
4.1	Who Am I?.....	65
4.2	Come Together, Right Now, over Me.....	67
4.3	Who Are You?.....	71
4.4	Hello, My Name Is Inigo Montoya.....	72
4.5	Hey, Soul Sister.....	77

4.6	Are You My Mother? .....	79
4.7	That New Baby Smell.....	81
<b>5</b>	<b>Home Sweet Home .....</b>	<b>85</b>
5.1	You Can Never Truly Go Home Again .....	86
5.2	The Long and Winding Road.....	90
5.3	Where I Lay My Head Is Home.....	93
5.4	The Other Side of the Tracks .....	94
5.5	Nature’s Halicarnassus.....	97
5.6	The Book of Odor Memories.....	99
5.7	The Smell of Home.....	101
<b>6</b>	<b>The Cocktail Party of Life.....</b>	<b>105</b>
6.1	Social Hierarchies .....	107
6.2	Do the Clothes Make the Man or Does the Man Make the Clothes? .....	108
6.3	The Secret (Smell) of My Success.....	111
6.4	What’s the Password? .....	115
6.5	With a Little Help from My Friends .....	119
6.6	The Life of the Party .....	122
<b>7</b>	<b>Stealth and Deception .....</b>	<b>125</b>
7.1	It’s a Trap .....	126
7.2	Trick or Treat .....	129
7.3	The Pirate’s Ghost.....	131
7.4	To Bee or Not Too Bee.....	133
7.5	Mrs. Doubtfire at the Fight Club.....	135
7.6	The Bait and Switch Model .....	138
7.7	Removing the Odorous Mask .....	141
7.8	The Beautiful Smell .....	142
7.9	Hiding Amongst Ribbons of Odors.....	143
7.10	That New Car Smell.....	144
<b>8</b>	<b>The Allure of Sex.....</b>	<b>147</b>
8.1	The Siren’s Song .....	150
8.2	The Right Smell at the Right Time .....	152
8.3	Finding the Right Dance Partner.....	155
8.4	Getting in Tune .....	157
8.5	A Reverse Ugly Ducking .....	159
8.6	Beauty Is Only Nose Deep.....	162
8.7	The Blood, Sweat, and Tears of Love.....	164
<b>9</b>	<b>Smells Like Teen Spirit.....</b>	<b>167</b>
9.1	The Smelly School Bully .....	169
9.2	The Mean Girls Club .....	171
9.3	The Unbreakable Bond .....	173
9.4	Waiting for Superman .....	175

9.5	Fear and Loathing in Odors .....	178
9.6	Your Ancestor's Taste .....	180
9.7	Jonesing for That Smell of Junior .....	182
9.8	The Odor of Maturity.....	184
<b>10</b>	<b>Human Chemical Ecology</b> .....	<b>187</b>
10.1	The Human Smell .....	189
10.2	I Smell Therefore, I Am.....	191
10.3	Making Mister Right.....	194
10.4	Wearing Our Scents on Our Sleeves .....	196
10.5	The Odorous Cloud of Human Judgment .....	198
10.6	The Cologne of Confidence .....	200
10.7	The Aroma of Love.....	201
10.8	The Revealed World of Odors.....	202
10.9	The Endless River of Aroma.....	204
	<b>Further Readings</b> .....	<b>207</b>
	<b>Index</b> .....	<b>209</b>